



Philadelphia University  
Faculty of administration and financial sciences  
Department of marketing  
2014-2015

**Course Syllabus**

<b>Course Title:</b> Health Marketing	<b>Course code</b> 0350471
<b>Course Level:</b> Third level	<b>Course prerequisite (s) and/or co requisite (s):</b> 0340105
<b>Lecture Time:</b>	<b>Credit hours:</b>

<b><u>Academic Staff</u></b>				
<b><u>Specifics</u></b>				
<b>Name</b>	<b>Rank</b>	<b>Office Number and Location</b>	<b>Office Hours</b>	<b>E-mail Address</b>

**Course module description:**

This is an optional course in the Marketing Department.

**Course module objectives:**

This course aims to:

- The nature of health services.
- Identify the components model for the behavior of the beneficiaries of health services and factors influencing their behaviors
- familiarity with the concept of health products and decisions of developing.
- identify ways of pricing health services.
- identify the problems of health organizations and methods of treatment.

**Course/ module components**

- **Books (title , author (s), publisher, year of publication)**

أ.د. محمد عبيدات ، د. جميل دبابنه، "التسويق الصحي والدوائي" ، دار وائل للنشر، عمان، 2006

- **Support material (s) (vcs, acs, etc).**
- **Study guide (s) (if applicable)**
- **Homework and laboratory guide (s) if (applicable).**

**Teaching methods:**

Lectures, discussion groups, tutorials, problem solving, debates, etc.

**Learning outcomes:**

- Knowledge and understanding
- Cognitive skills (thinking and analysis).
- Communication skills (personal and academic).
- Practical and subject specific skills (Transferable Skills).

**Assessment instruments**

- Short reports and/ or presentations, and/ or Short research projects
- Quizzes.
- Home works
- Final examination: 50 marks

<b><u>Allocation of Marks</u></b>	
<b>Assessment Instruments</b>	<b>Mark</b>
First examination	20
Second examination	20
Final examination: 50 marks	50
Reports, research projects, Quizzes, Home works, Projects	10
<b>Total</b>	<b>100</b>

**Documentation and academic honesty**

- Documentation style (with illustrative examples)
- Protection by copyright
- Avoiding plagiarism.

### Course/module academic calendar

<b>week</b>	<b>Basic and support material to be covered</b>	<b>Homework/reports and their due dates</b>
(1)	Introduction of health marketing	
(2)	Segmentation , positioning and targeting health markets	
(3)	Health product strategy	
(4)	Distribution strategy	
(5)	Pricing strategy	
(6) <b>First examination</b>	Promotional strategy	
(7)	Managing pharmaceutical products	
(8)	Managing pharmaceutical products	
(9)	Sales skills	
(10)	Sales skills	
(11) <b>Second examination</b>	Sales force management	
(12)	Sales force management	
(13)	New directions in pharmaceutical companies	
(14)	New directions in pharmaceutical companies	
(15) <b>Specimen examination (Optional)</b>	Revision	
(16) <b>Final Examination</b>	- -	

#### Expected workload:

On average students need to spend 2 hours of study and preparation for each 50-minute lecture/tutorial.

#### Attendance policy:

Absence from lectures and/or tutorials shall not exceed 15%. Students who exceed the 15% limit without a medical or emergency excuse acceptable to and approved by the Dean of the relevant college/faculty shall not be allowed to take the final examination and shall receive a mark of zero for the course. If the excuse is approved by the Dean, the student shall be considered to have withdrawn from the course.

## **Module references**

### **Books**

أ.د. محمد عبيدات ، د. جميل دبابنه، "التسويق الصحي والدوائي" ، دار وائل للنشر، عمان، 2006

### **Journals**

**International Journal of consumer research**

### **Websites**

[www.aam-ar.com](http://www.aam-ar.com)

